

July 8, 2020

Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



Re: Letter of Intent

209 Cottage Grove Rd
KBA Project # 2019

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational structure:

Owner:	Prime Urban Properties, LLC 1952 Atwood Ave. Madison, WI 53704 Phone: 608-233-6000 Contact: Joe Krupp joe@primeurbanproperties.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com
Engineer:	JSD Professional Services, Inc. 161 Horizon Dr, Suite 101 Verona, WI 53593 608-848-5060 Contact: Kevin Yeska kevin.yeska@jsdinc.com	Landscape Design:	JSD Professional Services, Inc. 161 Horizon Dr, Suite 101 Verona, WI 53593 608-848-5060 Contact: Kevin Yeska kevin.yeska@jsdinc.com

Introduction:

This proposed development involves the redevelopment of 109 and 209 Cottage Grove Road and 3900 Monona Drive, by removing (3) existing, one-story commercial buildings, including surface parking lots, and constructing (2) new four-story mixed-use buildings. Two of the sites are zoned NMX (Neighborhood Mixed- Use District) and the third is zoned CC-T (Commercial Corridor – Transitional District). All are located within the Lake Edge Neighborhood Association. The development is proposed in two phases; Building 1 will have a total of 78 apartment units and approximately 2,500 sq.ft. of commercial space. Building 1 will provide 80 underground parking stalls for residential use and 14 surface stalls for commercial users and guests. Building 2 will have a total of 110 apartment units, provide 113 underground parking stalls and 24 surface stalls for guests.

Project Description:

As part of this project the underlying land that the existing and the proposed buildings will sit on needs to be combined into one lot via a new Certified Survey Map and also incorporated into one zoning district. We are requesting that the entire property be zone NMX, to be in line with the City of Madison Comprehensive Plan, which has this property listed as Neighborhood Mixed Use.

The project provides much needed housing along a major corridor. The site is directly on the Bus Lines and will allow for easy access to many areas of the City. The existing buildings have been well used and given the fact that most of the commercial space is vacant the site will be better utilized as a mixed-use multi-family property. The proposed building has been designed to be in context with the similar redeveloped parcels along Cottage Grove Road. As part of this project we are also creating outdoor gathering spaces on the first-floor level in the form of a large plaza area that is landscaped, and on the fourth-floor level with a rooftop patio adjacent to the Community Room in the building.

The exterior materials will be a combination of masonry, metal panels, and composite siding. The architecture is contemporary and urban with detailing that has broken down the overall scale of the building into three major architectural components with varying colors and compositions of the materials for each of these components.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting and this input has helped shape this proposed development. A neighborhood meeting was also held which was led by Kevin Firchow and Alder Grant Foster and there have been additional follow-up discussions with City Staff and Alder Foster as well.

Demolition Standards

We believe that the demolition standards can be met as the existing buildings are not historical or from an era of historical significance. The proposed development is compatible with the City's Comprehensive Plan and the fact that the existing structures are predominantly vacant these properties are currently underutilized. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing commercial structures.

Conditional Use approvals:

The proposed redevelopment requires a conditional use to allow for a mixed-use building with more than 8 residential units. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Neighborhood Mixed Use in 2-4 stories.

Site Development Data:

Densities:

Lot Area	105,375 S.F. / 2.419 acres
Dwelling Units	188 DU
Lot Area / D.U.	561 S.F./D.U.
Density	78 units/acre

Open Space 38,751 S.F. (38,560 S.F. Min. Required)
Lot Coverage 76,275 S.F. = 72.4% of total lot (75% Max.)

Building Height: 4 Stories, +/- 49'-0"

Gross Floor Areas:

Residential Area 194,682 S.F.
Commercial Area 2,533 S.F.
Garage Parking Area 68,110 S.F.
Gross Area 265,325 S.F.

Floor Area Ratio 2.52

Dwelling Unit Mix:

	<u>Bldg 1</u>	<u>Bldg 2</u>
Studio	17	16
One Bedroom	39	59
One Bed + Den	0	1
One Bedroom (Live/work)	3	0
Two Bedroom	18	34
<u>Two Bedroom (Live/work)</u>	<u>1</u>	<u>0</u>
Total Dwelling Units	78	110

Vehicle Parking:

	<u>Bldg 1</u>	<u>Bldg 2</u>
Surface	14 stalls	24 stalls
<u>Underground</u>	<u>80 stalls</u>	<u>113 stalls</u>
Total	94 stalls	137 stalls

Bicycle Parking:

	<u>Bldg 1</u>	<u>Bldg 2</u>
Protected and Secure Basement Stalls	96 stalls	92 stalls
Surface Stalls for Visitors	8 stalls	12 stalls
<u>Surface Stalls for Commercial</u>	<u>4 stalls</u>	<u>0 stalls</u>
Total	108 stalls	104 stalls

Project Schedule:

It is anticipated that the construction of Phase 1 will start in Spring 2021 with a final completion of Spring 2022. Phase 2 will be completed the following year as long as the market demands for housing units remain consistent.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP
Managing Member